



Sales		Retail	
1221	01	1222	
1222		1223	
1223	09	1228	
1224		1229	
1225		ROM	
1228		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

MARTY WASHBURN  
Key Account Manager

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501-645-9860  
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9-6-95

TO: ALL REGION OPERATION MANAGERS, DIVISION MANAGERS, RETAIL MANAGERS, SALES REPRESENTATIVES, RETAIL REPRESENTATIVES

FROM: MARTY WASHBURN, KEY ACCOUNTS MANAGER-WAL\*MART

SUBJECT: WAL\*MART SELECT PROMOTION

**PLEASE DISSEMINATE TO ALL AFFECTED ASAP.....**

MCLANES BEGAN SHIPMENTS OF 60 CARTONS OF SELECT BCG5FP'S ON MONDAY, SEPTEMBER 4, 1995 TO ALL WAL\*MART AND SUPERCENTER STORES.

FOLLOWING IS A LETTER OF AUTHORIZATION FROM BUYER JERRY SANDERS FOR YOUR USE AT STORE LEVEL.

**RECOMMENDED ACTION PLAN:**

1. REVIEW POSITION OF DISPLAY WITH DEPARTMENT MANAGER. CALL YOUR STORES ON THE PHONE TO ADVISE PLACEMENT POSITION AND ANSWER QUESTIONS AS THEY ARISE IF UNABLE TO PHYSICALLY MAKE THE CALL WITHIN THE NEXT WEEK.
  2. PROMOTION POSITION SHOULD BE ON A 4' SHELF (STORE PROVIDED) PLACED ABOVE THE PHILIP MORRIS CHECKLANE DISPLAY UNIT. OTHER ITEMS MAY HAVE TO BE MOVED TO ACCOMMODATE THE RJR DISPLAY. (BATTERIES, CANDY, ETC.)
- IF A PHILIP MORRIS UNIT IS NOT ON LOCATION, THE 4' SHELF SHOULD BE PLACED WITHIN THE CHECKOUT UNIT AS IF A PM UNIT IS ON LOCATION.
3. THE SECONDARY OPTION IS TO PLACE A TEMPORARY DISPLAY ON A CHECKOUT END THAT IS NOT ON MODULAR (AVAILABLE FOR LOCAL STORE PROMOTIONS).
  4. WORK WITH THE DEPARTMENT MANAGER ADVISING THAT ADDITIONAL RJR PROMOTIONS WILL BE COMING FROM MCLANES AS PART OF A CORPORATE PROGRAM.

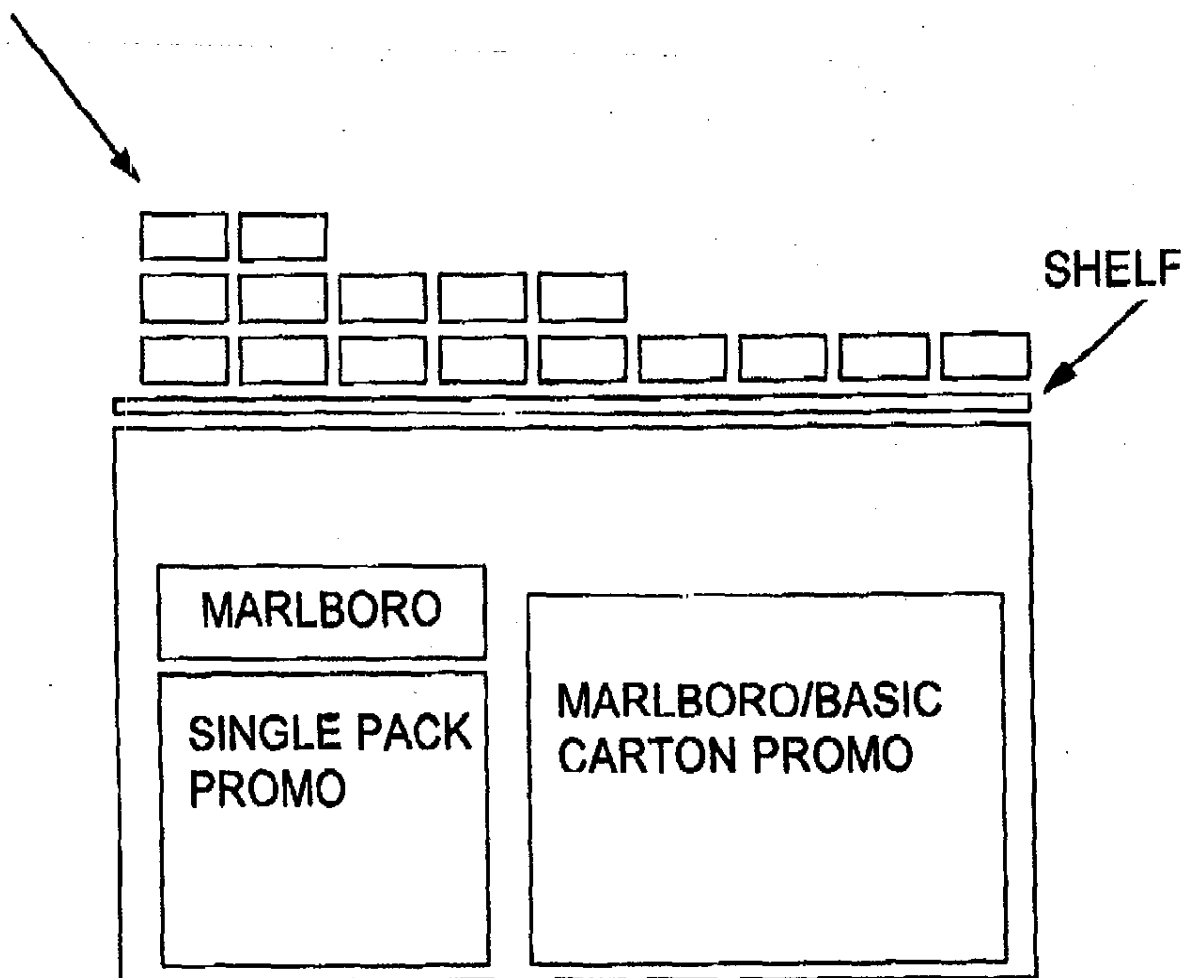
THANKS FOR YOUR HELP AND SUPPORT ON THIS PROMOTION, HOPEFULLY NOW THAT THE DISPLAY POSITION IS APPROVED THE NEXT ONES WILL GO SMOOTHER.

IF YOU HAVE ANY QUESTIONS CALL ME AT 1-800-432-7578.

51855 1402

## WAL\*MART CHECKOUT

SELECT BCG5FP PROMO



4' CHECKOUT UNIT

51855 1403